

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT

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| Applicants: | Mark Haines, et al. | Docket No.: | 40655.7600 |
| Serial No.: | 10/010,947 | Group Art Unit: | 3622 |
| Filed: | November 6, 2001 | Examiner: | Alvarez, Raquel |
| Title: | SYSTEM AND METHOD FOR NETWORKED LOYALTY PROGRAM | Confirmation No.: | 5619 |

AMENDMENT AND REPLY

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Arlington, VA 22313-1450

Dear Commissioner:

In reply to the Final Office Action dated July 23, 2007, in which this Reply is filed within two months, please consider the following Remarks:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 4 of this paper.